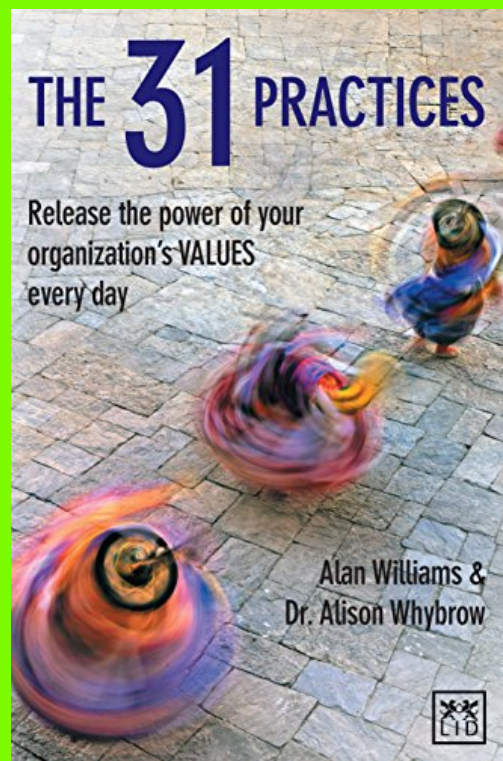


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In our super-connected world, organizations brands and reputations are shaped to a far greater extent by the personal experience of their employees and customers. We already know that 70% of customers brand perception is determined by their experience with the organization s employees and 41% of customers are loyal due to employee attitude. Authenticity from the tip to the root is the new holy grail for organizations. This book shows how an organization s values and brand can be translated into the daily practices and behaviour of their employees, drawing a golden thread from the boardroom to the front line customer experience. The 31 Practices method weaves together principles and practices from psychology, sociology, philosophy, neuroscience, leadership and business to significantly enhance customer and employee satisfaction and loyalty. It has been successfully adopted by large and small companies, across sectors from around the world